

ABSTRACT

A method for achieving a retrievable hair restyling is described. Here a composition is applied to the hair, said composition containing at least one first active ingredient or active ingredient complex which can provide a shape memory effect by itself or in combination with other substances after being applied to the hair and after the performance of the treatment of the hair according to the invention. The composition additionally contains at least one second active ingredient, namely a hydrophobic substance with a water solubility of ≤ 5 percent by weight at 20° C. The hair is arranged into a given (permanent) shape and said permanent shape is then fixed by inducing a chemical or physical modification of the applied active ingredients, wherein after a wanted or unwanted deformation of the shape memory, the original shape memory can be restored by means of a physical stimulation. In addition to the permanent hairstyle, a second (temporary) shape can be impressed. A method is also described for restoring a previously programmed permanent hairstyle that was temporarily transformed into a temporary shape or that was otherwise deformed.

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